

(195⁴8) Department

SERIES.

G.O. No. 1574

Dated 30.3.48

[Despatch Abstract.]

Agriculture - Grow More Food - Propaganda - Publication of Journals, 'Nenhihelvan' and 'Sadipantain' - Sale Price - fixed publication of a special New Year Number and employ of additional staff in connection with journal work of the Director of Agriculture - Approved.

ABSTRACT.

G.O.Ms.No.1574

Read the following: -

G.O.3474 Development dated 11-9-46.

Government Memo No.587 Development dated 9-9-47.

From the Director of Agriculture, L.3.76/48, dated
22-1-48, L.e 100/48 dated 28-1-48 and 18-3-48.

Under the existing orders the Grow More Food monthly journals 'Padipantalu' (Telugu) and Mezichelvam (Tamil) published by the Agricultural Department are issued free. The number of copies printed are 15-000 in each of the two languages. The Director of Agriculture has suggested that in view of the established utility of the journals and the fact that a priced publication is more likely to be useful than a free one, a nominal price should be fixed for these journals.

The Director of Agriculture proposes to make the journals available in every village and town and in all Railway book-stalls through organised agencies. He also proposed to issue a special number of the journal comprising about 63 to 74 pages in the place of the usual monthly copy of 32 pages to synchronise with the Tamil and Telugu New Year Days in April 1948 with regard to selling and canvassing agents, a commission of 25% is proposed. The journals will be priced as follows:-

	Rs.	As.	Ps.	
Single copy	0	1	0	(exclusive of the New Year special numner)
Annual subscription	0	12	0	(inclusive of special New year Numner)
NewYear special number		0	4	0

The annual subscribers will be enlisted by the by the D.A.Os and Agricultural demonstrators and no remuneration will be paid to them for this work. His Excellency the Governor of Madras approves the Director of Agriculture's proposals and directs that the above arrangements will come into effect from April 1948.

2. Sanction is accorded to the employment of the following additional staff in the Director of Agriculture's office for a period of one year in the first instance to cope with the extra work involved in issuing the journals as priced publication:-;

One Lower division clerk on Rs.45-90 p.m.

One attendar on Rs.24-35 p.m.

The above staff will be admissible to the usual allowances under the rules.

Sd. Secretary to Government,
28-3-48.

(P.T.O)

To the Director of Agriculture.
To the Accountant General through Finance.
To the Superintendent Government Press.
Copy to Education and Public Health.

✓True copy,

~~Office Assistant,~~
Madras Record Office.

AGRICULTURAL DEPARTMENT.

From R.M-Sundaram Esq.; O.B.E., ICS. To The Secretary to Government, Development Department, Fort St. George, M A D RAS.

L.4-1009/48 dated 16-7-48.

Sir,

Sub:- Agriculture- Grow More Food - Propaganda-publication Journals, 'Mezhichelvam,' And Padipantalu - Revision of the number of copies to be printed.

Ref:- Government Memo No.80701-AII-48-1. dated 3-8-48.

While sending the estimation in this office letter No.L.3-100/48 dated 18-3-48, it was expected that 5,500 copies could be sold in retail through commission agents. But subsequently the task of enrolling members for this number also has fallen on this department, as agents were not forthcoming on the terms offered. So a total of 29,500 subscribers including 24-000 annual subscribers estimated, had to be enrolled. As the number enrolled at the time of sending the report on 20-7-48 was only 24-000 (short by 5,500 to obtain the target) it was stated that the target fixed has not been attained.

2. The number of subscribers enrolled to this date is as follows:-

<u>S.No.</u>	<u>Journals</u>	<u>No. actually enrolled so far</u>	<u>Remarks.</u>
(i) Mezhichelvam		12026	Further enrolment of subscribers expected during the month.
(ii) Padipantalu		15352	

As the number enrolled for Padipantalu exceeded the sanctioned figure of 15-000 -Vide G.O.1574, Development, dated 30-3-48, I request that permission may be granted to print ~~XXXXXX~~ 15,600 (Inround figure) copies of Padipantalu from this month onwards subject to further revision as and when found necessary.

3. It is proposed to print only 12,500 copies of Mezhichelvam in September as the number enrolled is somewhere about 12026 only. However, this number will be increased as and when found necessary within the sanctioned maximum limit of 15,000. This may also be approved.

Sd. C.Vijayaraghavan,
for Director of Agriculture.

True copy/ Forwarded / By order.

Sd. x x x x x x x x x x,
HQRs. Deputy Director of Agriculture.

Development Department.
Memo No.80710 AII/48-3, dated 10-9-48.

Sub: Agriculture - Grow More Food - Propaganda + Publication

(P.T.O).

Publication of Journals - 'Mezhichelvam'
and 'Padipantalu' - No of copies to be
printed - Revised.

Ref G.O.No.1574 Development, dated 30-3-48.
From the Director of Agriculture. Letter No.L-4-1000/4
dated 16-8-48.

in the circumstances reported by the Director of Agriculture in his letter cited, the Government approve the proposal of the Director of Agriculture to print 15,600 copies of the Telugu editions (Padipantalu) and 12,5000 copies of the Tamil editions (Mezhichelvam) of the Grow More Food Journals. The Director is also permitted to revise the number of copies of the journals to be printed according to demand subject to the condition that if at any time it is found that the total number of copies to be printed in both the languages exceeding the limit of 30,000 approved in G.O.No.1574, Development dated 30-3-48, specific sanction of Government should be obtained for printing the additional number of copies required.

To the Director of Agriculture
Copy to Superintendent, Government Press..

N. M. Srinivasan
Office Assistant,
Madras Record Office